



Wisconsin's Fish & Wildlife Annual Report

2001–2002



STATE OF WISCONSIN
DEPARTMENT OF NATURAL RESOURCES

101 S. Webster Street, 5th floor, Madison, Wisconsin • 608-266-2121

Scott Hassett
Secretary



Greetings,

Let me introduce myself. I am a lifelong citizen of Wisconsin, and have loved hunting and fishing all my life. I am a hunter safety instructor, and I've been a member of Wisconsin Bowhunters, Ducks Unlimited, my local rifle and bowhunter clubs, the Wisconsin River Sportsman Club, and Muskies, Inc. I've also been on the Board of Directors of the Natural Resources Foundation here in Wisconsin. I lived in Menomonie until I was 10 and built a cabin in Forest County in 1975. In fact, my first job out of high school was with the Department of Natural Resources, working in the mail room and then in one of the nature centers.

Why do I tell you this? Because I want you to know that I love Wisconsin's hunting and fishing legacy, and feel strongly about things that affect it. My job at the DNR allows me to work with issues I am passionate about—work that is exciting, lasting and very rewarding. Top challenges right now include the vital need to address significant budget problems the DNR and state government are facing, and to continue dealing with chronic wasting disease discovered last year in our deer herd.

While the DNR is fortunate that its funding sources are diverse and relatively stable, we now face a deficit in the Fish & Wildlife Account. Without new revenue, we will be unable to sustain current programs despite the many steps we've taken to control spending. Some of you have already spoken in favor of a license fee increase, and we included one in our proposed budget early this year. Governor Jim Doyle will decide what to include in the state budget he issues in February.

Working for the DNR again makes me feel like I've come back home. The staff here are focused, extremely capable, and dedicated to tackling tough issues while maintaining the high quality of life and commitment to resource protection that you have a right to expect. I am proud to work among them again, and I'm looking forward to working with you, too, to preserve Wisconsin's hunting and fishing legacy for the future.

Hope to meet you soon,

P. Scott Hassett

Wisconsin's Fish & Wildlife Annual Report

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Introduction

With revenues from license sales and stamps, conservation in Wisconsin has flourished. These revenues, along with federal excise taxes, go into a dedicated Fish and Wildlife Account, which is audited by state and federal authorities to ensure that funds are properly spent. This account is the major source of funding for fish and wildlife conservation programs that manage and protect fish and game species for hunters, anglers and the general public. They also protect sensitive habitats and ensure that the hunting, fishing and trapping heritage remains strong in our state.

Fish and Wildlife funds also support conservation law enforcement, facilities and lands, customer service and licensing, administration and regional management efforts that contribute to the quality of our outdoor heritage. The Department has worked hard to hold down costs in addition to securing alternative revenue sources to maintain the quality of service Wisconsin's hunters and anglers have come to expect.

In fiscal year 2002 (FY02), we spent \$88.8 million on a variety of activities that support hunting and fishing in Wisconsin. The \$88.8 million represents 19.2% of the total funds DNR spends on all programs.

Other Funding Sources

While the Fish & Wildlife Account is vital to our mission, other funding sources directly benefit hunting and angling. When we are able to use funding in a more integrated way (while still honoring the integrity of the funding source) we can maximize the effects and provide broader benefits with less money.

Some examples of the broader benefits are easy to see, such as:

Forestry funds: support management of 452,331 acres for habitat, camping, hiking, hunting and fishing.

Parks funds: provide habitat, fishing and some hunting programs as well as educational programs on-site about fish and wildlife and outdoor skills.

Endangered Resources funds: support habitat management for fish and wildlife on about 56,000 acres of state natural areas. Fishing, hunting and wildlife viewing opportunities are available at many of these sites. In addition, the funds provide informational materials about fish and wildlife; management of many nongame and endangered or threatened species; and surveys and inventory information on a wide range fish and wildlife populations.

Boating, All-terrain Vehicle and Snowmobile funds: provide safety programs, enforce laws, maintain boat ramps and trails to give anglers and hunters access to safe and enjoyable fishing and hunting.

General tax revenue and bonding (such as the Stewardship Program): acquire land which provides habitat for fish and wildlife as well as public hunting, fishing and wildlife observation on about 120,000 acres of land surrounding the Chippewa, Turtle Flambeau and Willow flowages, and Wild Rivers in Wisconsin.

Some benefits may seem less apparent, but contribute to the quality of hunting and fishing in Wisconsin just the same:

Clean Air Funds: reduce airborne toxins such as mercury that end up in the fish we eat.

Wetland Protection Funds: provide protection and mitigation of wetlands, which serve as nurseries and good habitat for fish and wildlife.

Nonpoint Funds: provide erosion and runoff control to improve water quality, clarity and temperature and ensure healthy habitat for fish and wildlife.

Wisconsin Natural Resources Magazine: provides information on important issues to hunters, anglers and the general public in Wisconsin. The magazine is provided as part of Conservation Patron License benefits and also is available to other readers by subscription.

Interesting Facts

- \$ Total economic impact of hunting in Wisconsin for 2001 was \$1.7 billion.
- \$ Sale of hunting-related equipment generated \$52 million in sales and income tax revenues to Wisconsin.
- \$ Hunting-related activities supported 19,000 jobs in the state.
- \$ Total economic impact of sportfishing in Wisconsin was \$2.3 billion.
- \$ Sale of Sport fishing equipment generated \$90 million in sales and income tax revenues to Wisconsin.
- \$ Sport fishing activities supported more than 26,000 jobs in the state.
- \$ More than 3.16 million people watched wildlife, fished or hunted in Wisconsin in 2001 and spent \$3.6 billion on equipment and trip-related expenses.
- \$ 23% of Wisconsin adult residents fished.
- \$ 15% of Wisconsin adult residents hunted.

Source: U.S. Fish & Wildlife 2001 National Survey of Fishing, Hunting and Wildlife Association Recreation



General License Fees	\$64.3
Dedicated Funds	
Salmon Stamp	\$1.3
Trout Stamp	1.3
Turkey Stamp	0.5
Pheasant Stamp	0.4
Waterfowl Stamp	0.5
Wildlife Damage	2.9
Total Funds Spent	\$6.9
Federal/Misc. Funds	
Sport Fish Restoration*	\$ 5.8
Pittman Robertson**	5.6
Misc. Grants & Other Sources	3.9
Total Federal/Misc. Funds Spent	\$15.3
Total Fish & Wildlife Account Funds Spent	\$86.5

Funds Spent on Fish & Wildlife in Wisconsin

Dollars in Millions
FY 2002 Fish and Wildlife Expenditures

* Sport Fish Restoration funds are revenues collected from the manufacturers of fishing rods, reels, creels, lures, flies and artificial baits, who pay an excise tax on these items to the U.S. Treasury. They are distributed each year to the states.

** Pittman Robertson funds are revenues collected from the manufacturers of sporting arms, ammunition, archery equipment and handguns, who pay an excise tax on these items to the U.S. Treasury. They are distributed each year to the states.

Related Funds	
Federal Indirect	1.8
Gifts and Donations	0.2
Conservation Aids—Program Admin.	0.3
Total Related Funds Spent	\$ 2.3

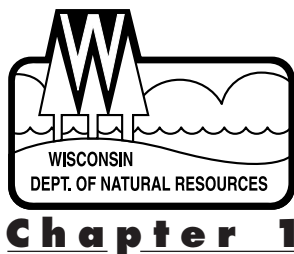
Total Fish & Wildlife Funds Spent \$88.8



**\$461.8 Million
Total DNR Expenditures FY02**

Percentage of each Fish & Wildlife Dollar

A Fish	26.6%
B Wildlife	25.5%
C Enforcement	18.2%
D Facilities & Lands	10.0%
E Licenses	7.6%
F Regional Management	3.6%
G Administration	8.5%



Fish

Protecting, improving and managing Wisconsin's fisheries resources and aquatic habitats for the benefit of all the state's citizens.

Who pays for the fisheries program?

Support for the fisheries program from license fees and federal aid has remained stable. The Fish and Wildlife Account pays for \$23.6 million or 75% of the \$31.4 million fisheries program and 268 of its 345 positions. The additional 77 positions and \$7.8 million are provided through general tax funds (GPR), federal funding from the U.S. Environmental Protection Agency, water regulation permits and other fees and federal grants.

Where does your Fish and Wildlife money go? (in millions of dollars)

Evaluate fish populations and conduct research	8.0
Rear and stock fish	5.8
Protect and improve habitat	4.1
Inform and educate the public	0.6
Develop rules and regulations	0.3
Pay program operations costs	4.8
Total	\$23.6

What has your money accomplished in 2001–2002?

Evaluate fish populations and conduct research: We sampled 528 stream sites and more than 241 lakes, rivers and flowages. We generated walleye population estimates on 31 lakes, and conducted creel surveys on 24 inland lakes and the Great Lakes. This work helps us to assess stream and lake health, fish size and age distribution, stocking success and regulating effectiveness.

Protect and improve habitat: Improving and protecting fish habitat can increase the number, size and spawning success of game fish. We worked with more than 10,000 landowners to review their waterfront and wetland projects to ensure these projects did not harm habitat and water quality. We improved habitat on 28 miles of trout streams. The last of four dams on the Baraboo River was removed, opening 115 miles of river to fish passage.

Raise and stock fish: Natural reproduction is the key to sustainable fish populations, but stocking continues to play an important role in inland waters. It also plays a crucial role in maintaining our Great Lakes trout and salmon fisheries. We stocked 11.3 million fish.



26.6% of each
Fish & Wildlife
Dollar



Inform and educate the public:

DNR staffed booths at State Fair and the Ducks Unlimited Outdoors Festival, which together attracted approximately 1 million people.

We trained 101 new volunteer school teachers, fishing club members, camp staff and youth mentors at 10 workshops, giving them resources to introduce 4,135 youngsters to fishing and aquatic resources in classroom or club settings. In addition, 26 Free Fishing Weekend events were held in state and local parks, attracting an estimated 2,600 participants.

At our fish hatcheries and spawning facilities, more than 75,000 people from 20 states and 8 countries signed a guest book or had a formal presentation from hatchery personnel. Thousands more toured on their own and enjoyed open houses at several fisheries facilities.

Develop rules and regulations: We revise regulations to respond to changes in fish populations and feedback from the public. Several changes were made to simplify regulations while continuing to protect fish populations.

Pay program operation costs: We spent \$4.8 million on basic program services and tools. That total includes \$4.3 million spent on planning; fish kill investigations; demonstration fish surveys; equipment; staff training; and working with the public. Another \$262,000 is spent in administration and internal support services. The rest paid for general cooperative programs including \$281,000 for the Mississippi River Lower St. Croix, which is a federal partnership that directs millions of federal dollars to improve fish habitat on the Mississippi River.

Where are we going in 2002–03?

Evaluate fish populations and conduct research:

We'll determine lake and stream health by monitoring fish communities and aquatic habitat to identify and reverse negative trends.

Protect and improve habitat: We plan to improve trout habitat along 30 miles of streams, and work with landowners, angling groups and lake asso-

Major sport fishes stocked by the DNR

Species	Total Fish Stocked	Small Fingerling	Large Fingerling	Yearling	Adult (Broodstock)
Brook Trout	460,056	110,478	136,706	211,833	1,039
Brown Trout	2,300,522	412,591	990,290	890,624	7,017
Chinook Salmon	1,799,386	1,799,386			
Coho Salmon	479,845	122,355	357,490		
Hybrid Muskellunge	25,979	13,459	12,300	220	
Lake Sturgeon	23,298	2,861	20,287	150	
Lake Trout	133,479	30,105	89,724	13,650	
Largemouth Bass	223,382	223,382			
Muskellunge	155,046	1,162	150,954	441	
Northern Pike	149,600	113,112	36,488		
Rainbow Trout	983,442	72,957	447,553	461,336	1,596
Splake	138,209	138,209			
Walleye	4,382,624	4,245,192	137,432		
Statewide*	11,254,868	7,285,249	2,379,224	1,578,254	9,652

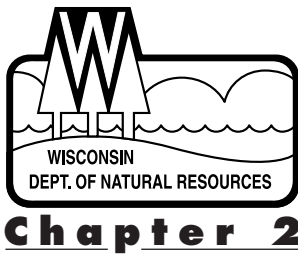
* Numbers do not include fry stocking or fry plant back (which is removing, safely hatching and returning fry to their original location).

ciations to protect and restore habitat along lake shorelines. We will also work with farmers on new federal programs to improve habitat along rivers and streams.

Raise and stock fish: We'll continue to improve hatchery operations through hatchery techniques and improving the cost-effectiveness of hatchery operations.

How is fisheries work funded?

Funding Source	Dollars (in millions)	Percent
Fish and Wildlife Fund		
License Fees	15.3	49
Salmon Stamp	1.3	4
Trout Stamp	1.3	4
Sport Fish Restoration	4.6	15
Misc. grants and donations	1.1	3
Subtotal, Fish and Wildlife Fund	23.6	75
Rest of the Conservation Fund	2.3	7
General Taxes (GPR)	5.5	18
Total	31.4	100



Wildlife

Chapter 2

Managing, preserving and promoting Wisconsin's wildlife populations and their habitats and promoting wildlife enjoyment and appreciation to benefit current and future generations

Who pays for the wildlife program?

The Fish & Wildlife Account pays for \$22.7 million or 77% of the \$29.5 million wildlife program and 170 of its 231 positions. The additional 61 positions and \$6.8 million are provided through general tax funds (GPR), the Endangered Resources state income tax checkoff and state vehicle license plate sales, federal and state grants and the rest of the Conservation Fund.

Where does your Fish & Wildlife money go? (in millions of dollars)

Conduct research and monitor diseases	5.5
Develop regulations, issue permits, reimburse farmers	4.8
Improve habitat and manage non-game species	5.0
Manage public lands	3.0
Stock game species	0.9
Inform and educate the public	1.6
Pay program operations costs	1.9
Total	\$22.7

What did your money accomplish in 2001–2002?

The discovery of chronic wasting disease (CWD) in Wisconsin's white-tailed deer herd in February, 2002 set off a significant number of actions that would ultimately result in 37,000 deer being tested statewide for CWD and new hunting regulations being enacted in southern Wisconsin. Many staff hours and dollars were re-directed to the effort to eradicate this disease by reducing the deer herd in the area where the disease was discovered.

Monitoring of sick or dead native wildlife found continued to provide information on diseases and mortality. In addition, our staff conducted surveys of wildlife populations and banded more than 19,900 waterfowl to track their movements.

Develop regulations and issue permits: We worked with citizens and conservation groups to set quotas and hunting rules and regulations. We responded to 3,707 complaints about nuisance wildlife. There were 2,097 contacts to the Urban Wildlife Program. Wildlife Management issued 1,400 permits to raise, rehabilitate, stock and collect game species.

Improve habitat and manage wildlife species: Our staff restored wetlands, created and maintained grasslands and forest openings, and built nests, dams, and other structures to create or enhance habitat on five million acres of publicly-owned land and about 13,105 acres of privately-owned land. In addition, staff provided technical assistance enabling 1,411 landowners to improve habitat on their land.



25.5% of each
Fish & Wildlife
Dollar



Habitat Projects Completed in 2001 & 2002 on public and private lands

Activities	Public Lands	Private Lands
Restored/established wetlands	34 wetlands on 748 acres	18 wetlands on 68 acres
Established/maintained forest openings	2,577 openings on 6,437 acres	—
Restored/established grasslands	1,975 acres	2,378 acres
Developed woodlands/brushlands	131 acres	—

Manage public lands: We improved access by leasing 46,552 acres as public hunting grounds and acquiring 3,535 acres for long-term wildlife management. Our wildlife staff manage about 500,000 acres of hunter-accessible public lands to provide suitable habitat for game species.

Stock game species: While we stress maintaining healthy wildlife populations by enhancing habitat, stocking operations also are important for certain species. We raised and released 59,300 pheasants on 78 state properties and provided 60,000 day-old chicks to 67 conservation and hunting groups that raise and release the birds.

Reimburse farmers for wildlife damage: Issued 534 shooting permits and \$1.4 million in claims—a dollar from every license—to farmers for crops damaged by bear, deer and geese in 2001. 4,345 deer were harvested on shooting permits.

Inform and educate the public: Our interpretive programs and outdoor skills classes reached more than 41,821 people ranging from toddlers to senior citizens. More than 100 disabled hunters participated in special hunts. We reached the broader public through media articles and interviews, and by answering questions at fairs, sports shows and Farm Progress Days.

Venison donations: Wisconsin hunters donated 3,921 deer to the 2002 Venison Donation Program, resulting in approximately 176,000 pounds of meat donated to needy families across Wisconsin.

Where are we going in 2002–2003?

Habitat Protection: Your wildlife staff will be busy taking advantage of every opportunity to protect Wisconsin's forests, marshes and prairies. In 2003, we plan to continue these efforts, using funds provided through the North American Waterfowl

Conservation Act, (NAWCA) along with other funds. We will continue work on the Conservation Reserve Enhancement Program, although some activities may be limited because of CWD needs.

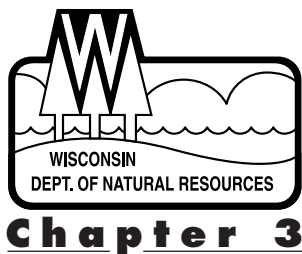
Bird Conservation: The department will continue its partnership with the growing Wisconsin Bird Conservation Initiative (WBCI). Over 100 partners, including businesses, conservation nonprofit organizations, and state and federal agencies are developing a comprehensive approach to bird conservation in Wisconsin. One exciting project is the Wisconsin Bird Atlas, which lists species that live and breed in each county. This multi-year project is in its final stages, and should be ready for publication this year.

Customer Service: In 2003 Wisconsin will celebrate 75 years of modern-day wildlife conservation. As we look to the future, we want to improve our service to wildlife and Wisconsin citizens.

CWD efforts in 2003: CWD will continue to be the primary focus for wildlife staff and resources. We will use the results from CWD samples collected in 2002 to make decisions on how to manage the disease in Wisconsin. We will also develop a permanent rule on CWD which will go through the public comment and Natural Resources Board approval process. CWD efforts will affect the level and scope of some activities we have traditionally worked on, but we will continue our efforts to manage and protect all of Wisconsin's wildlife to the best of our ability.

How is wildlife work funded?

Funding Source	Dollars (in millions)	Percent
Fish & Wildlife Account		
License Fees	11.3	38
Turkey Stamp	.5	2
Pheasant Stamp	.4	1
Waterfowl Stamp	.5	2
Pittman Robertson Federal Aid	4.6	16
Wildlife damage surcharge	2.9	10
Misc. grants and donations	2.5	8
Subtotal, Fish & Wildlife Account	22.7	77
Rest of Conservation Fund	2.4	8
General Taxes (GPR)	3.9	13
Other Funds	.5	2
Total	29.5	100



Enforcement

Chapter 3

Ensuring the right of all people to safely use, share and enjoy Wisconsin's natural resources through firm, fair and effective law enforcement, education, and partnerships with individuals and groups.

Who pays for the enforcement program?

The Fish and Wildlife Account pays for \$16.1 million or 65% of the enforcement program's \$24.7 million budget and 143 of its 232 positions. The additional 89 positions and \$8.6 million are provided through the Environmental Fund, Recycling Fund, boat, snowmobile and ATV registration fees, Federal grants, general tax funds (GPR) and the rest of the Conservation Fund.

Where does your Fish and Wildlife money go? (in millions of dollars)

Enforce fishing, hunting and trapping laws	14.2
Inform and educate the public	0.6
Provide hunter education	0.9
Manage car-killed deer disposal	0.3
Pay program operations costs	0.1
Total	\$16.1

What did your money accomplish in 2001–2002?

Enforce wildlife, fish and trapping laws: Our conservation wardens protect Wisconsin's natural resources and help ensure good and fair hunting, fishing and trapping opportunities. We check hunters, anglers and trappers for the required licenses, and ensure that people follow Wisconsin bag and season limits and laws governing methods of taking game. Wardens also are responsible for reviewing applications and conducting inspections and audits in connection with special permits and licenses required of disabled hunters, taxidermists, wild ginseng and wild rice dealers, fishing guides, fur and game farms, and other individuals or operations involving wildlife. Wardens investigate thousands of citizen complaints about poaching and other potential violations of Wisconsin's hunting and fishing regulations each year. In addition to fish and wildlife protection, wardens protect habitat and public health through enforcing environmental and a variety of recreational safety laws.

Wardens have been investigating the CWD outbreak. More than 100 wardens have completed audits of 593 of the state's 639 deer farms. Responsibility for policing game farms was transferred to the State Department of Agriculture, Trade and Consumer Protection on January 1st.

In our year-long training program, new wardens receive a mix of classroom and in-the-field instruction, as well as supervised patrol assignments with a veteran warden. Veteran wardens are required by law to be certified annually as law enforcement officers. Each year, the re-certification includes learning new laws



18.2% of each
Fish & Wildlife
Dollar



and investigative techniques and testing firearms skills and competency. Warden supervisors coach and direct field wardens to ensure laws are enforced fairly and consistently across the state.

Inform and educate the public: Because Wisconsin's fish and wildlife regulations can be complicated and change frequently, informing people about these rules and why they're necessary is an important part of conservation warden duties. Our wardens present this information at schools, conservation, civic club and other group meetings and work with the local media. Wardens also worked at the State Fair, Ducks Unlimited Great Outdoors Festival and local county fairs, reaching over a million people.

Provide hunter education: Teaching hunters to handle firearms safely and to follow other safe and ethical hunting practices has helped reduce the hunting accident rate in Wisconsin by 90% since the program began in 1967. More than 783,000 students have graduated from Wisconsin's hunter education courses in the last 34 years. Volunteers teach the classes, but wardens recruit instructors and coordinate the program, publicize safe hunting practices, and make presentations during the courses. In 2001–02, more than 4,000 volunteer instructors trained over 32,000 students. The hunter education program also provides access to shooting ranges through cooperative efforts with clubs. Additionally, conservation wardens oversee similar programs for boating, snowmobiling, and all-terrain vehicles.

Manage vehicle-killed deer disposal: In recent years, vehicle-deer crashes have killed more than 45,000 deer each year. We contract to have unclaimed deer hauled away from the roadside and disposed of. In 2001–02, we awarded contracts worth \$625,000—half of which comes from general tax revenue—to dispose of deer in all 72 counties.

Pay program operations costs: Planning enforcement work, cooperating with other DNR programs, and paying for equipment, repairs, insurance and salary adjustment costs are all vital to getting the job done. Without these basic services and tools, our wardens stationed statewide would not be able to do their jobs of protecting wildlife and habitat.

Where are we going in 2002–2003?

Enforce wildlife, fishing, trapping laws: With only one or two field conservation wardens in most counties, our enforcement program will continue its focus on “community wardening,” encouraging conservation wardens to become actively involved

in local organizations and in building partnerships with citizens, public officials, media, legislators and private and public groups in their area. Wardens will continue to devote more effort to ensuring that commercialization of natural resources such as wild ginseng, turtles, clams, and inland and Great Lakes fish doesn't deplete those species. We will continue to make the best use of available technologies to help us perform our duties and serve the public as efficiently and quickly as possible.

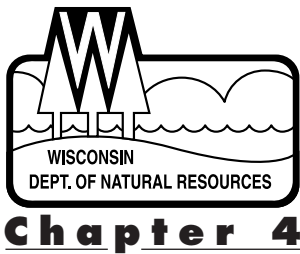
With current and pending warden retirements, efforts to recruit and train new wardens will be increasingly important. We will make this a priority in order to ensure the safety and protection of Wisconsin's natural resources and the people who enjoy them.

Provide hunter education: An important priority for our law enforcement program is to continue to promote responsible conduct by natural resource users. Everyone involved in the hunter education program will strive to eliminate accidents so that all hunters, anglers and other people enjoying outdoor recreation will return home safely. This year we will introduce a World Wide Web-based hunter education course, which will be available to the public.

In addition to fish and game funding sources, other funding sources allow us to hire 93 additional conservation wardens and staff who, in addition to fish and game duties, can devote time to habitat, environmental protection and recreational public safety duties that benefit all citizens and our natural resources.

How is fish and game enforcement work funded?

Funding Source	Dollars (in millions)	Percent
Fish and Wildlife Fund		
License Fees	15.2	62
Federal Grants-Pittman Robertson Hunter Safety	0.9	3
Subtotal, Fish and Wildlife Fund	16.1	65
Rest of the Conservation Fund		
General Taxes (GPR)	3.1	12
Environmental Fund	1.0	4
Recycling Fund	0.1	1
Total	24.7	100



Facilities and Lands

Buying, planning, and managing land, buildings, boat ramps, and other recreational facilities so that all citizens can enjoy Wisconsin's beauty and outdoor recreation.

Who pays for the facilities and lands program?

The Fish & Wildlife Account pays for \$8.9 million or 16% of the \$57 million facilities and lands program and 65 of its 149 positions. The additional 84 positions and \$48.1 million is provided through general tax funds (GPR), the Environmental Fund, Recycling Fund, Petroleum Storage Cleanup Fund, Clean Water Fund and the rest of the Conservation Fund as well as the Stewardship Fund and Federal Grants.

Where does your Fish & Wildlife money go?

Acquire public land for hunting, fishing and boating access sites

Plan for public use of lands and facilities

Manage and maintain DNR lands

Design and build recreational and public use facilities

What did your money accomplish in 2001–2002?

Acquire land: Buying or otherwise securing rights to land provides Wisconsin residents and visitors access to nature and outdoor recreation opportunities and protects the state's natural scenic beauty and biological diversity. In 2001–02, we purchased 14,278 acres of land and easements open to hunting and fishing opportunities costing approximately \$12 million, bringing the department's ownership to over 1.4 million acres—with 89 percent open for hunting and fishing.

Plan for public use of lands and facilities: We work with citizens to help develop “master plans” that identify activities allowed on certain properties—everything from building roads and parking areas to managing wildlife habitat and timber—and what the land will look like 10, 20 and 30 years down the road. Our staff develop “feasibility studies” to create new properties and expand existing properties. In 2001–02, we completed studies to create the lower Wolf River Bottomlands and expand the New Wood Wildlife Areas. The proposed North Branch Milwaukee River Wildlife and Farming Heritage Area and the Brule River State Forest plans are almost complete. We also continued master planning efforts for the Dell Creek Wildlife area and the Northern Highlands American Legion State Forest.

Manage and maintain department lands: Ensuring that people have a safe, enjoyable experience on public conservation and recreation lands requires a lot of behind-the-scenes work. The work ranges from maintaining parking lots, roads, bridges, and campgrounds to sampling well water, managing portable-toilet contracts, assuring people with disabilities access to facilities and enforcing regulations on properties. We are responsible for developing basic management policies and procedures for all department properties, including the 948,000 acres that



10% of each
Fish & Wildlife
Dollar



make up the state's wildlife and fishery areas. Our facilities and lands staff manages the land on 152 Fishery Areas and about 200 DNR-owned public boat access sites.

Design and build recreational facilities: People need roads, trails, parking, boat launches and restrooms to enjoy department-owned land. We work with other state agencies and with consultants and contractors to facilitate the design and construction of these structures. In 2001–02, we took 30 projects through the budget and design process and oversaw construction on a similar number of projects, including 33 boat access projects.

Where are we going in 2002–2003?

Land acquisitions: Acquire 15,000-plus acres across the state, many of which will be within fishery or wildlife areas.

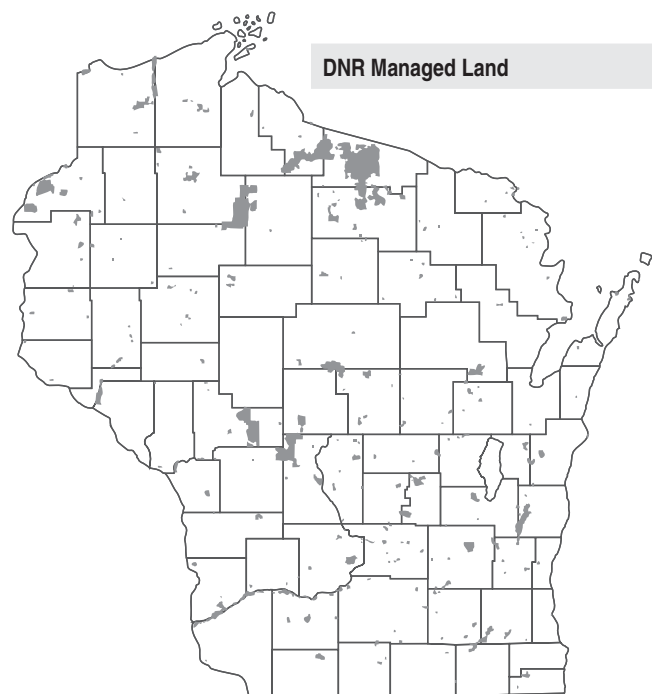
Construction projects: Complete work on approved 2001–2003 capital development budget projects; oversee construction on approved projects, and begin projects approved under the 2003–2005 capital development budget.

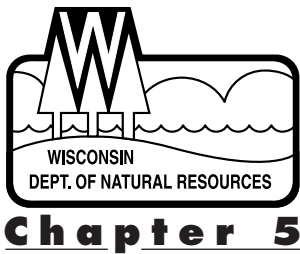
Property planning: The Lower Wolf River Bottomlands master planning will be continued. We will also complete the master plan for the Dell Creek Wildlife Area, continue planning of the Northern Highland American Legion State Forest, and begin preparatory planning work for the Peshtigo River State Forest. The department will continue implementation of the Stewardship 2000 program, which has \$60 million a year approved through the state budget process effective as of July 2002. This increased funding will help offset higher acquisition and development costs and also help the department take advantage of new opportunities to obtain and develop significant properties for public enjoyment and natural resource protection.

We also completed a draft of the “Land Legacy Report, a document identifying 228 places critical toward meeting Wisconsin’s conservation and recreation needs over the next 50 years. The report does not represent an expanded land acquisition program, but will help the department work with the Natural Resources Board, citizens and organizations on a local and statewide level to identify opportunities to protect and maintain some of these important places over the long run. The report will also help support natural resource-based activities, such as tourism, recreation and forestry.

How is the facilities and lands program funded?

Funding Source	\$ (in millions)	Percent
Fish & Wildlife Account	8.9	16
Rest of Conservation Fund	14.3	25
General Fund	31.7	55
Environmental Fund	1.1	2
Recycling Fund	0.2	<1
Petroleum Storage Cleanup Fund	0.5	1
Clean Water Fund	0.3	1
Total	57	100





Licenses

Working to provide anglers and hunters with convenient ways to buy licenses, register their boats and get quick, consistent answers to their questions about regulations, licenses and natural resources.

Who pays for the license program?

The Fish & Wildlife Account pays for 57% of the \$11.8 million license program and 70 of its 142 positions. The additional 72 positions and \$5.1 million are provided through general tax funds (GPR), the environmental fund, and the boat, all-terrain vehicle and snowmobile accounts of the Conservation Fund.

Where does your Fish & Wildlife money go?

Sell hunting, fishing, trapping licenses

Issue special wildlife harvest permits

Issue commercial farm and occupational licenses

Educate customers and license agents

Pay program operations costs

What did your money accomplish in 2001–2002?

Sell hunting, fishing, trapping and other licenses: DNR issues licenses, permits and stamps for hunting, fishing and trapping. Through the use of the Automated Licensing Issuance System (ALIS), these licenses are readily available and can be purchased over-the-counter from approximately 1,500 license agents located throughout Wisconsin, Minnesota, Illinois and Iowa. Licenses are also issued at 31 DNR service center locations. Customers also have the convenient option of purchasing their licenses by phone or over the Internet.

DNR's Hunting & Fishing License Sales site is one of few nationwide that allows the customer to print their license on their home printer. (Licenses that require a back tag and/or carcass tag may be purchased online but will be delivered to the customer by mail.). Customer response to the Internet sales site has been excellent.

The automated system gives the Department vital marketing information in addition to promptly depositing revenue from the sale of hunting and fishing licenses through an electronic transfer of funds.

Issue special wildlife harvest permits: The DNR currently administers nine special-permit hunting and/or trapping programs. Special permits, acquired through an application and drawing process, are required in addition to hunting (or trapping) licenses and/or stamps to pursue antlerless deer, turkey, bear, goose, sharp-tailed grouse, bobcat, otter, and fisher. This year, hunters and trappers were introduced to a new method of submitting wildlife permit applications. A Web page is now available that allows customers to complete and submit permit applications online; eliminating the need to mail paper permit applications to the



7.6% of each
Fish & Wildlife
Dollar



DNR. In addition to added convenience, customers receive a receipt showing their application choices and a confirmation number, which verifies that the DNR received their application.

Number of licensed hunters and anglers (depicts growth and seasonal fluctuations)

FY	Hunters	Anglers	Total
1995	784,003	1,357,428	2,141,431
1996	813,111	1,374,809	2,187,920
1997	739,345	1,401,050	2,140,395
1998	742,669	1,468,061	2,210,730
1999-00*	769,420	1,374,185	2,143,605*
2000-01*	773,239	1,393,630	2,166,869*
2001-02*	763,063	1,430,714	2,193,777*

*Data were converted to coincide with the license year (April–March) after the introduction of the automated license system.

Issue commercial farm and occupational licenses:

We license occupational and commercial farm licenses, various captive wildlife licenses, taxidermists, bait dealers and guides.

Educate customers and license agents: The licensing database provides our staff with up-to-date information about our licensing customers, enabling them to assist customers and license agents. We maintain information on DNR's Web site and develop informational handouts and brochures that help educate customers.

We developed and maintain a comprehensive procedures manual for ALIS license agents, issue quarterly newsletters that provide seasonal updates and information, and use broadcast messaging available in ALIS to quickly communicate important information to agents.

Pay program operation costs: Planning licensing work, securing technical services, cooperating with other DNR programs, paying for equipment and repairs and covering insurance and salary adjustment costs are all vital to getting the job done. Without these basic services and tools, the customer service and licensing staff stationed in 31 service centers statewide would not be able to do their jobs.

Where are we going in 2002–2003?

Introduce improvements to licensing system: The Department recently renewed the ALIS contract with the company that manages the current licensing system. As part of the new contract, we will be introducing some improvements to the existing system to address concerns expressed by our customers, license agents and law enforcement staff. We believe these improvements will simplify the license issuance process for agents and customers.

Use technology to improve customer service: Use of Internet technology can be a very cost-effective way to deliver and improve customer services in our program. Customer response has been excellent to online license sales and online applications for special permits.

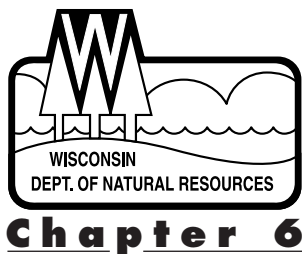
New Internet services being developed include the ability to do inquiries on preference and winner status for special permit drawings. After DNR completes each permit drawing (hunters choice, turkey, bear, goose, sharp-tailed grouse, bobcat, otter, and fisher), customers will be able to visit a Web page to determine whether they were awarded a permit. In addition, customers will be able to preview their ongoing preference status for each drawing.

Another new service that will be offered to customers via the Internet is the ability to update their address in their license customer account.

Educate customers and license agents: We will continue to partner with representatives of agents and collect feedback from customers to identify and improve tools used to share information with customers and license agents.

How is the license program funded?

Funding Source	\$ (in millions)	Percent
Fish & Wildlife Account	6.7	57
Rest of Conservation Fund	4.0	33
General Fund	1.0	9
Environmental Fund	0.1	1
Total	11.8	100



Regional Management

Providing leadership and direction to Land, Enforcement and Water staff in regions and local geographic areas

Who pays for regional management?

The Fish & Wildlife Account pays for about 33% or \$3.2 million of the \$9.4 million regional management program and 36 of its 107 positions. The additional 71 positions and \$6.2 million are provided through general purpose tax revenue, environmental funds, and the rest of the Conservation Fund.

Where does your Fish & Wildlife money go?

Maintain contact with local government, conservation groups and citizens on fish and wildlife issues

Direct department field staff and the work they do in local geographic areas

Develop and lead citizen partnership teams in local geographic areas

Oversee consistency of decisions and policies across regions

What did your money accomplish in 2001–2002?

Maintain contact with citizens on fish and wildlife issues: Working with local partners continues as a focal point for our field managers who work with a wide range of partners that include local conservation clubs, civic organizations, nonprofit groups, government agencies, and statewide or national organizations. Contact with hunters, anglers and other citizens, gathering input on decisions, clarifying department policies and initiatives and answering citizens' questions remain high priorities.

Direct field staff and the work they do: Our managers provide leadership and direction to all DNR field staff—including those in fish, wildlife and enforcement—as these employees make daily decisions affecting natural resources in local geographic areas. The department fine-tuned the organizational structure of the Fisheries and Wildlife programs to improve service delivery in the field and increase efficiency. Regional staff also devoted time and expertise to the department's chronic wasting disease control effort, including logistical support for CWD sample collection and processing.

Develop and lead local partnerships: The DNR supports local partnerships that pull together people and organizations interested in natural resources. Partners build relationships, foster communication, pool expertise and attract money and other resources. The partnerships help set natural resources priorities in their locales. Some work to influence natural resource policies. Most take on specific projects focused on such work as habitat restoration, natural resources planning, and monitoring and data collection. Through a grant, the University of Wisconsin began a significant evaluation of a number of these partnerships to assess their role and look for ways to continue improving partnership effectiveness.



3.6% of each
Fish & Wildlife
Dollar



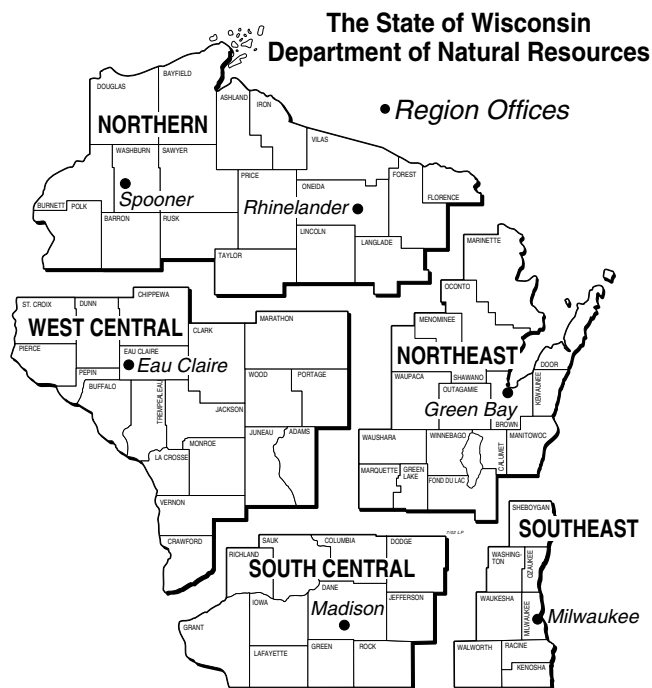
Oversee consistency of decisions and policies across regions: Communicating across program and geo-political lines, our field managers are responsible for maintaining consistent policies and enforcement decisions from program to program and region to region.

Where are we going in 2002–2003?

Direct field staff and the work they do: Because of state budget concerns, the department has directed staff to continue their efforts to increase efficiency and lower costs. Employee travel will continue to be reduced, and vacant positions may be left unfilled. In early January, 2003, the Conservation Congress Executive Committee voted to support a fishing and hunting license fee increase, and the department will include a fee increase in its proposed budget. Governor Jim Doyle will decide what items to include in the overall state budget he submits in February.

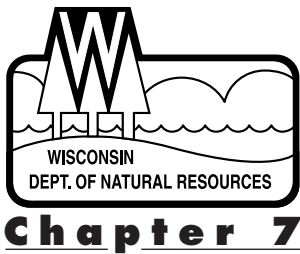
Continue building partnerships in local geographic areas: Efforts will continue to refine and improve partnerships, share information and decision making with partners, and move forward with implementing the recommendations of these teams. The University of Wisconsin partnership evaluation will continue.

Manage for consistent application of policy across programs and the state: Continue to improve communication across programs and regions to improve consistent policy application.



How is regional management funded?

Funding source	Dollars (in millions)	Percent
Fish & Wildlife Account	3.2	33
Rest of Conservation Fund	3.1	33
General Fund	3.0	33
Environmental Fund	0.1	<1
Total	9.4	100



Administration

The business function of the department provides direction and support that helps the rest of the department's programs function

Who pay for administration?

The Fish & Wildlife Account pays for 21% or \$7.6 million of the \$35.6 million department administration budget and 95 of its 363 positions. The additional 268 positions and \$28 million are provided through general purpose tax revenue, the Environmental Fund, the Clean Water Fund, the Recycling Fund, the Petroleum Storage Cleanup Fund, the Dry Cleaner Fund, and the rest of the Conservation Fund.

Where does your Fish & Wildlife money go?

Meet with fishing and hunting organizations, government agencies, legislators and the public

Provide legal services

Administer programs funded by fish and wildlife account

Manage collective bargaining, recruiting and hiring

Provide computer support and develop government applications

Pay bills and manage payroll, benefits and financial records

Communicate with the public and involve citizens in decisions

Manage and distribute grants

Provide mail services and distribute publications

What did your money accomplish in 2001–2002?

Meet with fishing and hunting organizations, government agencies, legislators and the public: Natural resource policies and laws are the foundation for protecting Wisconsin's air, water, land, fish and wildlife. Involving people in developing these policies and winning their support for decisions is an important part of this foundation. To get feedback, we met with fishing and hunting organizations and the public, held numerous public meetings, gave speeches and worked with the governor, lawmakers, state and federal agencies and other organizations. We met regularly with a number of external partners, including the River Alliance of Wisconsin, Wisconsin Stewardship Network, Wisconsin Conservation Congress, The Nature Conservancy, Wisconsin Wildlife Federation, Trout Unlimited, Ducks Unlimited and Whitetails Unlimited.

Future of hunting, fishing and trapping: The department completed a "Future of Hunting, Fishing and Trapping 2020 Report" along with an implementation plan. The report was presented to the Natural Resources Board, which had requested the report's development in spring, 2001. The implementation plan was presented to the Board in September, 2002.



8.5% of each
Fish & Wildlife
Dollar



Provide legal services: Our legal services staff draft administrative rules and statutory language; develop contracts for land purchases, animal damage and land rights; interpret laws and represent fish and wildlife programs in a variety of legal actions.

Administer programs funded by Fish & Wildlife

Account: Administrators lead and direct the staff who perform the services that support Wisconsin's fish and wildlife programs. In 2001, administrators revised the organizational structure of the Fisheries and Wildlife programs to better support delivery of services in the field and increase efficiency.

Manage collective bargaining, recruiting and hiring:

We work on collective bargaining agreements, recruit good people and manage the civil service hiring process. We provide these services for the 847 staff funded by Fish & Wildlife dollars and for the rest of the department.

Provide support for technology that continues to play an important role: Recommend standards for computer equipment and programming that help staff manage species and habitat, provide efficient enforcement of laws and move us toward e-government where information, licenses and other services are readily available to citizens online.

Pay bills and manage payroll, benefits and financial records: Maintaining good financial records, managing efficient financial processes and systems, paying bills and providing payroll and benefits to our employees are vital to our organization. With current budget conditions, continued administrative efficiency remains more important than ever.

Communicate with media, citizens and teachers and involve citizens in decisions: Keeping citizens informed and involving them in environmental and natural resource decisions is crucial to preserving Wisconsin's natural resources and supporting the active lifestyles of our citizens. Our weekly news packet, including several special editions on chronic wasting disease, deer-hunting and fishing, was sent to 1,000 media outlets that published or broadcast stories reaching citizens statewide. *Wisconsin Natural Resources* magazine, now in its 26th year of publishing, has a circulation of 125,000, with more than 45,000 visits logged to the magazine Web site at www.wnrmag.com. EEK!, our award-winning online magazine for kids, reaches thousands of children in school and at home each month. Peak site visits to EEK! have reached 100,000 a month and nearly a mil-

lion a year, making up about one-fifth of the traffic on the DNR Web site. Our Emmy-award-winning TV program for kids, *Into the Outdoors*, began its third year of broadcast on commercial TV stations in Wisconsin and neighboring states.

Manage and distribute grants: Local government and nonprofit groups, clubs and individual citizens play important roles in protecting and enhancing Wisconsin's environment and providing recreational opportunities. We manage and distribute Fish & Wildlife Account funds as grants to help others improve habitat, acquire land and protect stream banks.

Provide mail services and distribute publications:

Our mail and publications staff make sure our customers get the publications they request. We also are responsible for delivering mail to the DNR's central office in Madison, our 31 service centers and other state and federal agencies. It's a big and necessary job. In 2002 we distributed about 3.2 million fishing, hunting and trapping regulation pamphlets—including special regulation pamphlets on hunting deer in areas where chronic wasting disease was found—plus 2.6 million other publications and forms along with class materials for about 50,000 students in law enforcement safety programs (hunter, boating, all-terrain vehicle and snowmobile).

How is Administration funded?

Funding source	Dollars (in millions)	Percent
Fish & Wildlife Account	7.6	21
Rest of Conservation Fund	11.6	33
General Fund	12.7	35
Environmental Fund	1.4	4
Recycling Fund	0.3	1
Petroleum Storage Cleanup Fund	0.2	1
Clean Water Fund	1.7	5
Dry Cleaner Fund	0.1	<1
Total	35.6	100

Wisconsin's Fish & Wildlife Annual Report

**We'd like to know if the information in this report was useful to you and if
you have suggestions for future Wisconsin's Fish & Wildlife Annual Reports.**

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Our Mission:

*To protect and enhance our natural resources:
our air, land and water;
our wildlife, fish and forests
and the ecosystems that sustain all life.*

*To provide a healthy, sustainable environment
and a full range of outdoor opportunities.*

*To ensure the right of all people
to use and enjoy these resources
in their work and leisure.*

*To work with people
to understand each other's views
and to carry out the public will.*

*And in this partnership
consider the future
and generations to follow.*



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